

DALLAS

PUBLICATION of the DALLAS CHAMBER of COMMERCE

Vol. 9 No. 2

JANUARY 1930

Price 15 Cents





February 7, 1930

*...Our Eighth
Anniversary*

During the past eight years, we have served most of the leading firms of Dallas, with Office Furniture, both new and used — sales of which have amounted to more than \$450,000.00

Our stock includes several grades and many styles of desks, chairs, tables and filing cabinets, in oak, mahogany, walnut and steel.

We absolutely assure you of good merchandise, good values and good service, from our three store rooms, warehouse, truck service and ten employes who are anxious to properly serve you.

This is your store, make yourself at home here.

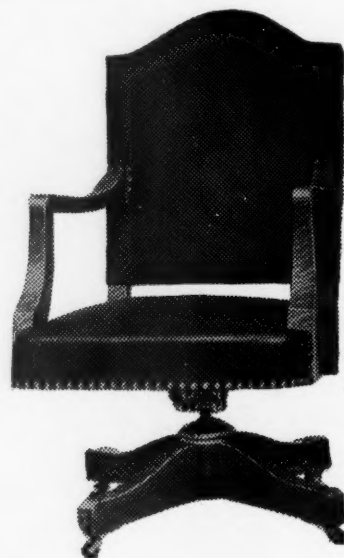
.....
Buy Here — Save Money
.....

ASKEW
OFFICE FURNITURE
EXCHANGE

Growing with Dallas

310 NORTH AKARD ST.

7-1220



An Advertisement In The News and The Journal

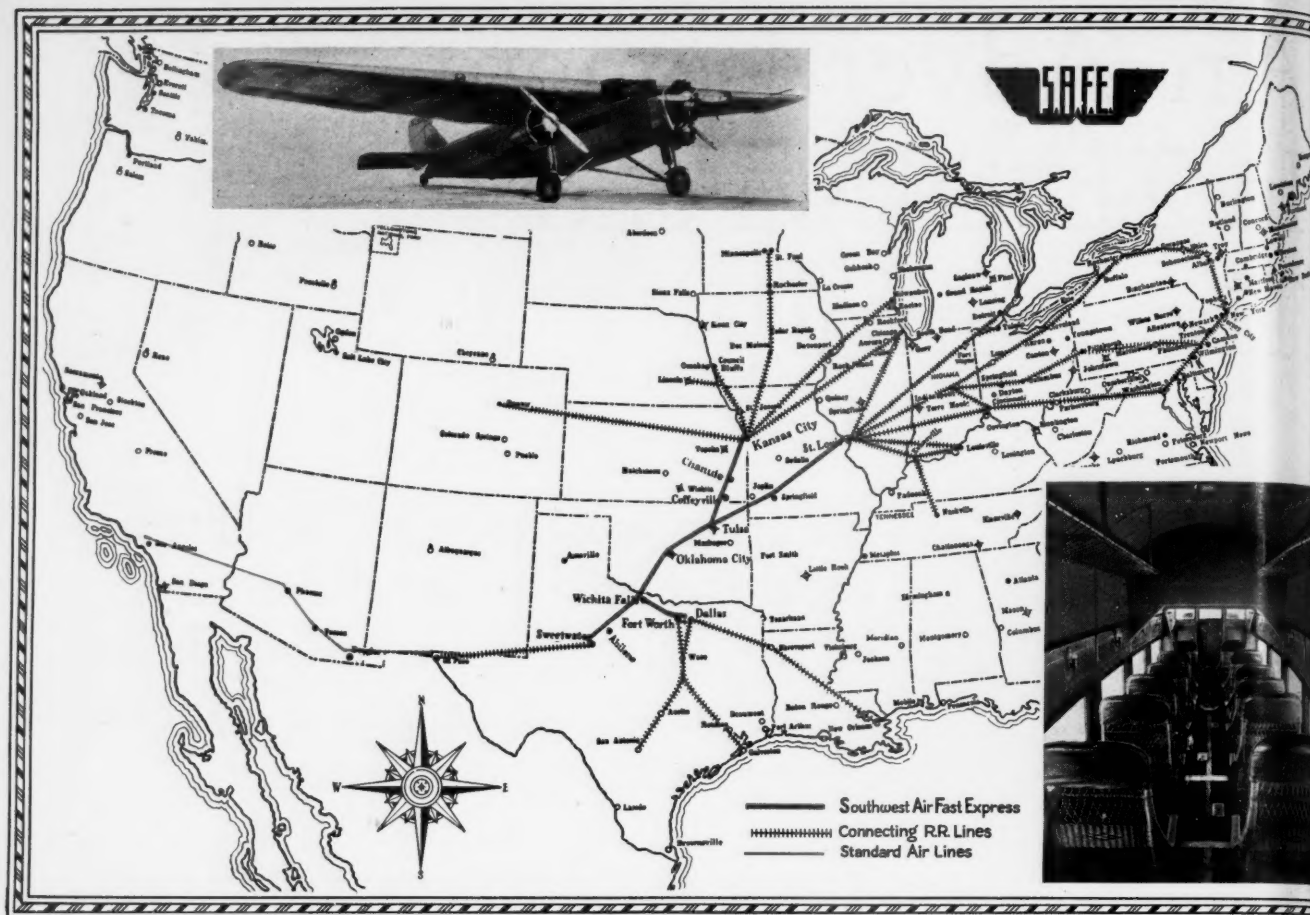
The combined week-day circulation of The News and The Journal is 133,172; of The Journal and Sunday News, 146,422. These are the largest totals in the history of these papers.

is a bigger per-dollar value than an advertisement in the News alone, or the Journal alone, or any other paper or combination of papers. Compare the rates and circulations.

The reason... an unusually low advertising rate for advertisements published in both papers, which of course require only one handling.

■ ■ ■

The Dallas Morning News
The Dallas Journal



Route....

of the Southwest Air Fast Express, Inc., and Connections

Ticket Offices

ADOLPHUS HOTEL
BAKER HOTEL
GOOD AND FOSTER
JEFFERSON HOTEL
S. A. F. E. OFFICE—
LOVE FIELD
PHONE 58-1718

SCHEDULES of the SOUTHWEST AIR FAST EXPRESS have been made for connection with all the important train schedules at its terminals. . . . The initial advantage lies in the saving of seventy-five per cent of the traveling time across the broad Southwest, but an added advantage is of more significance when the saving in reaching the ultimate destination is secured. . . . S. A. F. E. WAY representatives arrange for transportation over connecting rail lines or air lines without charge. . . . S. A. F. E. WAY operates nine Ford tri-motored all-metal cabin monoplanes, designed to comfortably seat fourteen passengers. . . . Three 425 horsepower Pratt and Whitney Wasp motors give an average speed of 135 miles an hour. . . . Toilet accommodations, a baggage compartment, and telegraph service at landing points, have been provided for the convenience of passengers.

SOUTHWEST AIR FAST EXPRESS, Inc.

ERLE P. HALLIBURTON, President

C. E. FLEMING, General Traffic Manager

When you want some-
thing done, call a busy
man. When you want
printing, call a
busy plant.



Boyd Printing Company

1323 Wood Street — Phones: 2-8043; 2-8044

DALLAS, TEXAS

Visits to Business Leaders



Printers

Lithographers

Stationers

Office Outfitters

Exclusive Agency
for the Famous
STOW DAVIS
Hand Made Office
Furniture

The Executive Offices and General Offices of the OTIS ELEVATOR COMPANY

reveal that they also believe that a well appointed office is necessary to successfully conduct a business. These modern tools of Office Routine help them to render the excellent service for which their company is so well known.

We are proud of the part we played in carrying out their ideas and supplying the equipment to make this great office a success. This is another example of our facilities to supply every office need. We will appreciate a visit from you or your Purchasing Agent. We feel sure we can render you a real service in your office equipment problems.

EVERYTHING
CLARKE & COURTS
1506 YOUNG ST. **2-4164** **DALLAS**
FOR YOUR OFFICE



1 9 3 0

points to sales successes

Nationally, sectionally, locally—there's every indication that 1930, picking up from a slow start, will be a year of sales successes.

As always, shifting conditions are affecting a few businesses, yet even these face their problem with level-headed determination.

Probing the promises of 1930, Southwest business leaders have evolved a sound confidence in the year's possibilities.

The Southwest, it is expected, will show the country's greatest regional development when the forthcoming U. S. census book is published.

With its well-diversified resources—its progressive-minded citizens—its intensified activity in farming, dairying and cattle raising—its increased manufacturing and jobbing output—its railroad improvements—its large building program—its municipal and civic expansions—with all these, a stable condition exists in the Southwest for continued good business.

Our work is helping Southwestern firms to achieve the fullest possibilities of this rich market. In planning, preparing and placing their advertising for newspapers, magazines, trade papers, radio and outdoor media, we give it a rightful place in their sales program.

May we present our story . . . without obligation to you? A phone call or letter brings one of our executives.

JOHNSTON

ADVERTISING COMPANY

A Complete Advertising Agency

JOHNSTON BUILDING
MCKINNEY AT ST. PAUL STREET . . . DALLAS
Private Branch Exchange 7-2122

Officers

FRED E. JOHNSTON
President

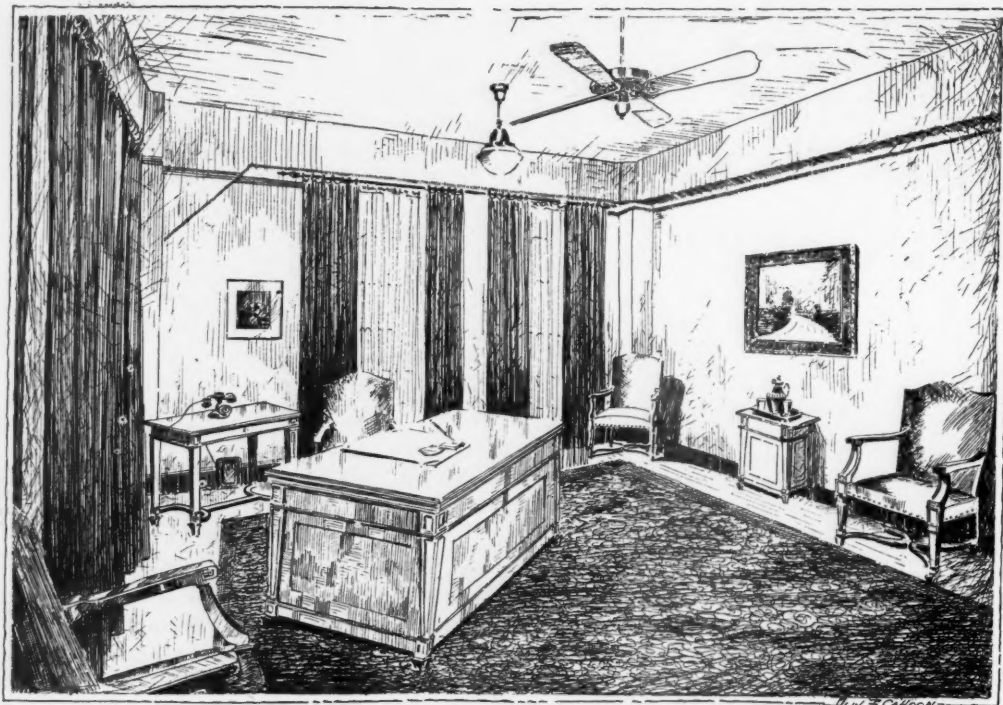
RICHARD HAUGHTON
Vice President

OTTO S. BRUCK
Vice President and Manager

J. J. BURNETT
Secretary

W. O. RAWLINS
Treasurer

Interesting Offices



THE OFFICE OF THE PRESIDENT Southwestern Bell Telephone Company

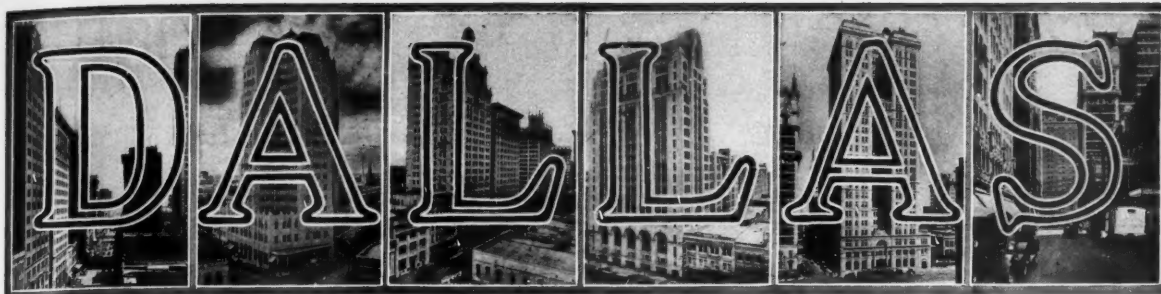
A TYPICAL installation by Stewart, using Doten-Dunton Modified Louis XIV Suite. This suite is especially adaptable where heavy, massive type of furniture is desired. It is always in good taste and has stood the test of time. The Modified Louis XIV Suite is just one of a wide variety of styles and period designs to meet the exacting requirements of outstanding executives.

By reason of long experience we are in position to render a real service in making suggestions and layouts which express our clients' desires. *This service is yours for the asking.*

Desk Headquarters

STEWART OFFICE SUPPLY CO.

Stewart Building — Commerce at Lane Street
Branch Store — 104 S. Akard Street — Between Main and Commerce



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 9

FEBRUARY, 1930

Number 2

Thornton Explains Meaning of "FUNDAMENTALLY SOUND" in DALLAS

THE FLOW of money from smaller communities into the centers where high interest rates for call money prevailed last year, has been halted and the basic economic condition of the Southwest and of the nation at large is such that a substantial edifice of normal business can be built upon it during the first six months of 1930, R. L. Thornton, president of Industrial Dallas, Inc., and titular head of the Mercantile Bank and Trust Co. of Texas, told Dallas retail merchants at their annual luncheon a few days ago.

Mr. Thornton warned, however, that individual merchandising initiative and the sound, conservative principles of good business management must be applied, if the opportunity is to be realized.

Discussing the "Business Outlook for 1930," Mr. Thornton reviewed briefly the business heritage from last year, pointing out that a large concentration of capital in the large financial centers had transpired during 1929, because of the abnormally high rates paid for call money for use in stock market operations.

"Dollars, like man-power, have a habit of seeking and finding the highest earning level available," he said. "This resulted in capital that was badly needed in the sections remote from the large Eastern financial centers—particularly in the Southwest where building and business development are needed to keep pace with the rapid general development of the section—leaving these sections."



R. L. THORNTON
President, Industrial Dallas, Inc.

Another factor of vital importance in this territory, he pointed out, was the difference of \$100,000,000 in the value of the cotton crop of 1929 as compared with that of the preceding year, this being the result both of the shorter crop and the lower average price received for it.

These circumstances, he pointed out, left Dallas and the Dallas trade territory an "unfortunate background" for the beginning of business in 1930. Then, the most severe January weather in thirty years conspired with the unfavorable psychological condition prevailing at the year's close, further to reduce buying volume during the month.

"But, because we are largely an agricultural community, and cotton, our principal crop, is harvested and sold during the last six months of the year, we cannot assume that one twelfth of our business is done in the first thirty days of the year. On the contrary, I estimate that from 33 to 40 per cent of the total business of the year is done in the last quarter. Therefore, the business which can go into the last quarter with an even break, has a chance to accumulate the

figures which go into the profit side of the ledger when the final accounting as of December 31 is taken," Mr. Thornton declared.

He added that it would be error to assume that because the people did not buy in their accustomed volume during January because of these factors, there is no ground to assume that the money they did not spend is gone, or that they will not spend

(Continued on Page 23)

A Modern School of Healing

Baylor University Has Many Departments for Building Health

By CHESTA HOLT FULMER



OT all a city's assets consist of brick and stone, stocks and bonds. Among the greatest assets of American cities are their higher educational institutions. A galaxy of Texas cities boast outstanding educational institutions. Austin boasts its University of Texas; Waco its Baylor University; Houston its Rice Institute; Fort Worth its Texas Christian University, and Dallas points with proud acclaim to its Southern Methodist University.

Dallas, proud of Southern Methodist University, the peer of any institution in any sister city, possesses an additional civic asset in an institution unique among the cities of Texas and the Southwest. No sister city in Texas has an institution that parallels the activities and the services rendered by the Dallas professional schools of Baylor University. These schools consist of five units, each a great institution of training and of healing.

The first of these units is the Baylor University College of Medicine. Few people in Dallas realize the peculiar significance of these outstanding institutions nor do they realize the great volume of public and charitable service they render incidental to their work of training young men and young women for the profession of medicine. Of the 792 Texas students who attended medical colleges throughout the United States last year, 45 per cent—nearly one half—attended Baylor University College of Medicine in Dallas. On the rolls last year were 342 young men and 14 young women, 356 in all.

Baylor University College of Medicine holds the highest class of professional rating among the standardizing authorities of the nation and is full to capacity. It would be an easy matter to double the attendance of the medical college, but such a course would not be wise even if the funds and buildings were available. In medical schools, size is not the chief consideration, but rather the quality of the student body and the supply of sick who are accessible for clinical teaching. Baylor University College of Medicine has now, not only the clinical resources of Baylor Hospital, but of Parkland Hospital, which is the Dallas County-City

public hospital. Thirty senior medical students go each morning to Parkland Hospital and give a half a day of service to that institution under the direction of the Baylor University teaching staff, thus making a valuable contribution to the public charity there dispensed.

In addition to this, in order to provide its senior students with actual experience in office practice, Baylor University College of Medicine maintains on its own grounds a great free dispensary for poor walking sick. To this dispensary come daily hundreds of patients with every type of human ailment. In this dispensary the senior medical students diagnose and treat their diseases, always in the presence and under the expert supervision of trained, skillful, experienced physicians, who are members of the faculty of the College of Medicine. Last year in this dispensary, Baylor College of Medicine gave to the poor of Dallas 30,817 free treatments and countless drug prescriptions. In order to give the senior medical students actual experience and training in handling maternity cases, free obstetrical care was given by the senior students under the direction of experienced, graduate physicians, to 820 mothers and babes in homes too poor to provide a nurse and doctor in the hour of child-birth. In addition to these two public contributions, the College of Medicine maintains in Baylor Hospital a group of charity beds for cases, unusual in their scientific interest, where patients too poor to afford hospital care receive the most careful scientific study and the highest professional care. The dispensary for the poor, the free maternity service, and the free hospital service, are all teaching functions of the College of Medicine, and they also constitute one of the greatest public charities of Dallas. They are totally without subsidy or help from public funds. No Baylor institution receives any help from the Community Chest in any way—Baylor Medical College and Baylor Hospital each year give hundreds of thousands of dollars of free service to Dallas charity. If Baylor University did not do this charity its cost would fall on the Dallas business institutions in the form of taxes or increased charities.

Baylor University College of Dentistry is the largest standardized dental college

in the Southwest, drawing its clientele not only from Texas but from Louisiana, Arkansas, Oklahoma, New Mexico, and Arizona. In recent years the number of dental colleges in the United States has been greatly reduced due to the more rigid requirements of standardization. Baylor University College of Dentistry has met these requirements of standardization and occupies an outstanding position in its field. In the clinical training of its senior students, it renders a service similar to that of the College of Medicine. Last year the Baylor University College of Dentistry clinic gave 18,224 treatments to 8,018 dental patients. In addition, in Baylor Hospital in some very unusual charity cases, its faculty and students corrected some tragic oral malformations in children, thus saving lifetimes of facial deformity. Modern scientific dentistry is far more than the mere mechanics of filling or pulling teeth.

The third of these Baylor University units is the School of Pharmacy. Texas has by recent legislation joined the ranks of the other states in its professional requirements of pharmacists, and the Baylor University School of Pharmacy is reorganizing its services to meet fully the opportunity of adequate scientific training thus presented.

Closely associated with these three scientific schools is the Baylor Hospital—a great general hospital and at the same time a great laboratory of the healing arts. Among the great hospitals of Dallas the distinction of Baylor Hospital lies in its teaching service. Most of the 10,000 patients who are served by Baylor Hospital during the year are private pay patients in no direct personal way touching the teaching service; yet it is an institution where the scientific teaching of medicine is an important factor in its plans and equipment. This fact brings to Baylor Hospital each year approximately 3,000 patients from beyond its immediate locality. These 3,000 patients are the unusual, peculiarly difficult cases of their home towns, and their presence here is a great factor in making Dallas the great medical center of the Southwest. Sometimes these patients are pitifully poor and yet their cases are infinitely valuable in scientific significance. The

(Continued on Page 27)



Getting Closer to New York

Problems of Transportation are Rapidly Being Solved by Erle Halliburton . . .

INSPIRATION, information, faith and hard work went into the building of the Southwest Air Fast Express system of airlines that operate in Texas and Oklahoma.

Erle Halliburton, successful business man of Tulsa and Oklahoma City, decided some months ago that in this section of the country where distances are great and other modes of travel are none too rapid, an air passenger line would be successful. He did not, however, jump into the project immediately. He began a tour of the nation in his own plane, studying the operation of other lines, determining the factors that had worked for success and those that had proven unworthy by other pioneers in the industry.

The more he studied air transportation the more he became convinced that the Southwest would support such a line as he had in contemplation, and on April 2, 1929, the company, popularly called the Safeway Lines, opened service from Dal-

las to Fort Worth, Wichita Falls, Oklahoma, Tulsa, Springfield, St. Louis, Coffeyville and Kansas City. The company maintains a line from Wichita Falls to Abilene and Sweetwater.



Safety being one of the strongest factors in transportation Mr. Halliburton determined on all-metal, trimotored Ford planes, with seating capacity for fourteen people. For comfort he provided toilet facilities and running water, easy wicker chairs, lights and proper ventilation. The planes, ten of them now in operation, are powered with Pratt & Whitney Wasp engines of 425 horsepower each, giving each ship 1275 horsepower.

The fruit of all this planning and preparation is now being borne, each ship carrying heavy passenger lists, ever increasing. Since the opening day the ships have flown a total of 800,601 miles. This, incidentally, with one forced landing, and without any damage to passengers, pilots or ships. Two pilots, a captain and a mate, are in charge of each of the planes, an added safety factor.

Mr. Halliburton is now planning a fast line from Dallas to Tulsa and St. Louis, giving twenty-four hour service from Dal-

(Continued on Page 33)

Above—
Earl Halliburton
President
of Southwest
Air Fast
Express



Left—
Passengers
boarding one of
Safeway
Trimotored
Fords



IMPORTANT NEWS



NEW concerns established in Dallas during January gave employment to more than 500 persons, and added nearly \$1,000,000 annually to the city's pay-rolls. Thirty-three concerns of national or sectional prominence placed branches here during the month, most of which can be directly traced to the national advertising campaign of Industrial Dallas, Inc.

January was one of the best in the city's history, in the number and importance of new concerns located during the month. Of the eighty-one new concerns, ten were manufacturing plants, four of which were established by nationally-known concerns; twenty-seven were sales offices, wholesalers or jobbers; ten were

retail, and thirty-four were miscellaneous concerns, including insurance agencies, financial institutions, real estate offices, cotton concerns, advertising agencies, etc.

New manufacturing plants established during January are:

Otey Envelope Company, 2701 Cedar Springs Road, making a complete line of envelopes.

Crawford Manufacturing Company, 1300 Marilla Street; automobile fabric accessories, such as seat covers, mechanics shop suits, etc. Home office, Richmond, Va., N. C. Crutchfield, manager. Dallas was selected for this plant in competition with Kansas City.

Crystal Carbonic Laboratory, 2407 Alamo Street; manufacturing Co² gas for soda fountains, bottlers, etc. Home office,

Atlanta, Ga. This plant is now under construction and will be in operation in about thirty days. J. P. Burks is Texas manager. The company is a subsidiary of the Coca Cola Company. Dallas was chosen after a study of several Texas cities.

Chase & Sanborn, Boston, Mass., teas, coffees and spices, are installing a large coffee-roasting plant on North Lamar St., at Caruth Street. This plant is a result of the merger of Chase & Sanborn, the Fleischmann Company and the Royal Baking Powder Company, under the new name of Standard Brands, Inc. The new plant will serve Texas, Oklahoma, Arkansas, Louisiana, New Mexico and Colorado.

Kraft-Phenix Cheese Corporation of Chicago has established an egg-breaking plant in the Morgan Warehouse Building at 1917 North Houston Street, operations beginning during January.

Richard Hellmann, Inc., a division of General Foods, Inc., also established an egg-breaking plant in the Morgan Warehouse Building during January.

Eagle Motor and Machine Works established a machine shop in Hangar No. 4 at Love Field.

Lightning Cleanser Company established a plant making Lightning Cleanser and Lightning Concrete Cleaner at 404 Factory Street, Love Field.

Amelia-Ann Cake Shop, 3221 Knox Street; bakery.

Duck's Baked Fruit Pie Co., 4419 Elm Street; pie bakery.

Facilities were established in Dallas during January by the following concerns of sectional or national importance:

McGraw-Hill Publishing Company, Inc., New York; district office at 303 Thomas Building, T. H. Buckley, District Manager.

Mutual Protective Association of Texas, Fort Worth, Texas; insurance. Dallas office at 330 Fidelity Union Building, C. W. Murry, district manager.

Fisher Body Service School, Detroit, Mich.; district school for the Southwest at 1312 Young Street.

Baker Farm Agency, DeQueen, Ark., Texas office at 1414 First National Bank Bldg.; real estate and farm lands. W. E. Richards, Dallas supervisor, moved here from Houston to take charge of office.

New York Merchandising Company, New York, N. Y.; sales office at 318 Sante Fe Building, covering Texas, Oklahoma, Arkansas, Tennessee, Mississippi,

Watching Dallas Grow

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

	BUILDING PERMITS		BANK DEBITS	
	1929	1930	1929	1930
January	\$265,365,726.24	\$207,852,872.08	\$287,306,000	\$249,792,000
February	220,677,360.88		235,300,000	
March	243,485,065.89		271,141,000	
April	228,307,179.67		248,497,000	
May	216,624,833.08		233,971,000	
June	195,818,474.36		217,138,000	
July	216,056,756.41		223,645,000	
August	220,008,508.00		237,562,000	
September	261,650,607.88		267,390,000	
October	305,794,072.78		334,837,000	
November	242,138,337.39		283,386,000	
December	265,860,631.04		293,643,000	
Total	\$2,881,787,579.62		\$3,133,816,000	

	BANK CLEARINGS		POSTAL RECEIPTS	
	1929	1930	1929	1930
January	\$880,453	\$535,830	\$328,109.57	\$329,647.47
February	467,022		326,162.35	
March	1,708,728		357,601.65	
April	1,294,212		325,033.60	
May	550,880		345,126.20	
June	469,550		295,462.39	
July	416,940		298,382.42	
August	501,331		325,046.00	
September	768,992		346,611.40	
October	1,651,175		392,430.17	
November	531,217		355,921.10	
December	532,714		429,275.32	
Total (Dallas proper)	\$15,157,796		\$4,025,062.35	

	GAS METERS		TELEPHONES	
	1929	1930	1929	1930
January	66,401	66,909	68,752	69,340
February	66,480		68,802	
March	66,520		68,902	
April	66,601		68,962	
May	66,652		69,021	
June	66,681		69,048	
July	66,711		69,113	
August	66,764		69,180	
September	66,802		69,230	
October	66,831		69,264	
November	66,851		69,294	
December	66,880		69,301	

*Includes Public Utility Construction.

A GROWING CITY

Alabama, Louisiana, New Mexico, with H. G. Land, division manager.

Associated Brokers Corporation, Memphis, Tenn.; sales and distributing branch at 2034 Commerce Street; N. E. Dukes, manager. Stocks carried in Dallas.

Pioneer Oil Company, Minneapolis, Minn.; leased ground at Hickory and Grand Ave. for bulk distributing station.

The Peelle Company, Brooklyn, N. Y.; division sales office for Southwest at 601 Construction Building; H. A. Porter, manager. Business, elevator doors.

Connecticut General Life Insurance Company, Hartford, Conn.; office 502 Southwestern Life Building, for farm loans only. J. M. Milstead, manager.

Coffield & Moore Manufacturing Co., Little Rock, Ark.; manufacturers of cleaners and dyers supplies and machinery. Sales and distributing branch 1413 Commerce St., E. N. McNutt, State manager.

Simplex Piston Ring Sales Company, Cleveland, Ohio; division office for Southwest at 917 Kirby Building, D. P. Hayes, division manager.

Franklin Life Insurance Company, Springfield, Ill.; division office for Texas and Oklahoma at 727 Kirby Building.

Acme Card System Co., Chicago, Ill.; stationery and office supplies; sales branch at 1012 Burt Building.

Wilkinson & Company, Kansas City, Mo.; manufacturers agents, steel specialties; Sales office 618 Wilson Bldg. Division of Steel Products Co., Inc., Kansas City.

F. B. Keech & Company, New York, N. Y.; stocks and bonds; office 411 Cotton Exchange Bldg., Philip St. Geo. Cocks, Manager.

Certain-teed Products Corporation, New York, N. Y.; roofing, paints, floor coverings, gypsum products, etc. Southwestern district sales office moved from Houston to Dallas; 708 Construction Building; T.S. Newman, Manager.

American Gas Association, New York, N. Y.; Natural Gas Department moved from Pittsburgh, Pa., to Dallas. E. J. Stephany, Secretary. 724 Allen Building.

Truform Arch Segment Company, Cincinnati, Ohio, building materials; sales office at 602 Construction Building.

Pacific Finance Corporation, Portland, Oregon; largest automobile finance company on Pacific Coast, establishing Southwestern division headquarters in Burt Building.

National Lead Company, New York, N. Y.; lead, paints, etc.; let contract for building on South Lamar Street to house Southwestern distributing branch.

Paragon-Revolute Corporation, Rochester, N. Y.; continuous automatic blue printing machinery; establishing sales office in charge of George B. Carpenter, district manager.

Rath Sales Company, division of Rath Packing Company, Waterloo, Iowa; meat packers. Distributing branch located at 1909 North Houston Street.

Arctic Nu-Air Corporation, Minneapolis, Minn.; cooling systems; Sales and distributing branch at 2004 Commerce Street.

National Sanding Machine Company, Chicago, Ill. Floor sanding machines; district manager at 4718 Bryan Street.

Borg Warner Service Parts Company, Chicago, Ill.; automobile gears and parts; sales and distributing branch at 2803 Commerce Street, carrying stocks to supply Texas, Oklahoma, Arkansas, Louisiana, New Mexico, Arizona, Kansas and California.

Eternit, Inc., Philadelphia, Pa.; asbestos products; A. W. Garrels, district manager, 4515 Live Oak Street.

Sperry Candy Company, Milwaukee,

Wisc.; sales and distributing branch, Unit No. 2, Santa Fe Building.

General Talking Pictures Corp., New York, N. Y., DeForest sound equipment. Albert Russell, Southwestern District Manager; 304½ South Harwood Street.

Charles H. Newman, now of the Texas Star Flour Mills at Galveston, has been named executive vice president of the Tex-O-Kan Flour Mills Company of Dallas and will take over his new duties about May 1st.

New Baking Plant

Plans are being made by the Southwest Baking Company for a new baking plant in Dallas to replace the establishment now in operation. A continued increase in volume has made necessary the new factory, the officials state.

IT HAS TO!

Fussy Old Dear: "Conductor, are you quite sure this bus is going to Bluefield?"

Conductor (wearily): "Well, if it ain't, lady, I am in a worse mess than you are."

INDUSTRIAL SUMMARY for January, 1930

NEW CONCERNS

New Concerns Established in January	81
Manufacturing Plants	10
Wholesale and Jobbing	27
Retail	10
Miscellaneous	34
Branches of Sectional or National Concerns	33

NATIONAL ADVERTISING

Inquiries Received during January	279
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ADDITIONS TO PAYROLLS

Estimated number of employes, new concerns established during January	534
Estimated annual payroll	\$975,000



Dallas

Official Organ of the Chamber of Commerce
Published Monthly

E. C. WALLIS, Editor

EARL Y. BATEMAN, Business Manager

Vol. 9 FEBRUARY No. 2

DALLAS CHAMBER OF COMMERCE OFFICERS

ARTHUR L. KRAMER	President
NATHAN ADAMS	Vice President
HUGO SCHOELLKOPF	Vice President
FRANK L. MCNENY	Vice President
HOMER D. WADE	Vice-President & Gen'l Mgr.
A. V. LANE	Treasurer
C. J. CRAMPTON	Executive Secretary

DIRECTORS

1930 TERM

Nathan Adams	Arthur L. Kramer
J. Perry Burrus	Chas. R. Moore
John W. Carpenter	S. B. Perkins

1930-1931 TERM

George Waverley Briggs	Hugo Schoellkopf
J. Ben Critz	Edward T. Moore
F. F. Florence	H. A. Olmsted

1930-1933 TERM

E. R. Brown	Frank L. McNeny
T. E. Jackson	A. M. Matson
Porter Lindsley	W. S. Mosher

R. L. Thornton

STAFF

Z. E. Black (Retailers, Conventions)	Asst. Gen'l Mgr.
E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial
R. A. Laird	Aviation
Sam Goodstein	Transportation
L. A. Bell and C. R. Lancaster	Membership
Herbert B. Carpenter	Wholesalers
E. C. Wallis	Publicity
R. A. Thompson	Highway Engineer
A. B. Jolley, Leone Wimberly	Agriculture
Dale Merwin, Ruth Clark	Road Information Bureau
Mrs. M. E. Tate	Junior Chamber
H. V. DeArmond	Pres. Wholesale Mer. Assn.
F. H. Kidd	Pres. Manufacturers' Assn.
T. J. Mosher	Pres. Retail Mer. Assn.
Otto Lang	Pres. Junior Chamber
J. Howard Hayden	Chamber of Commerce of the United States of America—
Joseph F. Leopold, Manager, Southern Central Div.	
Open Shop—R. S. Haseltine, Pres.; C. A. Jay, Vice President and General Manager.	
Real Estate Board—B. Felix Harris, Pres.; E. A. Bell, Sec.	
Automotive Trades Association—B. B. Owens, Pres.; Dr. J. H. Connell, Executive Sec'y.	
Kessler Plan Association—Dr. E. H. Cary, Pres.; John E. Surratt, Secretary.	
Hotel Assn.—A. Lacy, Pres.; Mrs. C. L. Hamil, Secretary.	
National Air Transport, Inc.—C. B. Braun, Southwest Dist. Com'l Mgr.	

OFFICE: Chamber of Commerce Building
1101 Commerce St., corner Martin, Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

EDITORIALS

The Value of Contacts

A concrete example of the value of trade trips, good will tours, and even visits of small groups to cities in the trade territory came to light a few days ago. Homer D. Wade, vice president and general manager, and Commissioner W. C. Graves attended a luncheon at Paris, as representatives of the Dallas Chamber of Commerce. They were scheduled to attend an evening meeting in the same city and during the afternoon decided to go over to Hugo, Oklahoma, for a short visit to the Chamber of Commerce there. Several weeks later N. W. Smith, district manager for Ed. Friedrich Company here, in conversation with Z. E. Black, convention manager and secretary of the Retail Merchant's Association, told of a sale to a Hugo merchant totaling some \$2,200 directly resulting from this trip of Mr. Graves and Mr. Wade. "I felt like that if Dallas can recognize my town to the extent that those two officials will drive more than twenty miles to call on us, I can show my appreciation by recognizing the Dallas market and in this substantial way return the call of Mr. Graves and Mr. Wade," the merchant told Mr. Smith. This might not be a bad thought to keep in mind as preparations for the 1930 good will tour are being made.

Extending Hospitality

Officers and staff of the Dallas Chamber of Commerce are extremely anxious to know of the presence in the city of distinguished visitors in order that they may be called on or entertained, as may be deemed best at the time. The increasing interest in Dallas being shown by business men in all parts of the nation has led to an unusually large number of important visitors to our city. Most of these are met, and are offered the services of the Chamber of Commerce. In many instances groups of Dallas men are called together for informal luncheons or dinners, that the visitor may meet Dallas men of his own business or profession while here. This contact has been found productive of much good and the Chamber of Commerce wants to make it more efficient and more certain. To this end it is calling on each member of the organization to help in the undertaking by notifying the Chamber of Commerce when he knows of a visitor to whom he feels courtesies should be extended. By doing this the member will not only be aiding the Chamber of Commerce but will be adding materially to the pleasant reception of his guest. A telephone call before, or as soon after, the arrival of the visitor will be deeply appreciated by the organization's officers and staff.

Preferred Stock of Dallas Power & Light Company for Sale Through Employees



STOCK PRICED AT \$102.00 AND ACCRUED
DIVIDEND PER SHARE



Opportunity to purchase Preferred Stock of Dallas Power & Light Company is offered in Dallas in a new issue of \$6 Cumulative Preferred Stock of no par value. This stock is issued to finance extensions, additions, and improvements to the Company's system.

Employees of the company will offer this stock to the public at \$102.00 per share and accrued dividend, on a cash basis or on reasonable terms. The stock will pay dividends of six dollars per share per year which will net the investor nearly six per cent.

This stock is a safe investment. It is not a speculation. Thousands of Dallas citizens own Preferred Stock of Dallas Power & Light Company through purchase of previous issues. Dallas Power & Light Company has paid dividends on its Preferred Stock regularly every three months without a break ever since the stock was first issued over ten years ago.



DALLAS POWER & LIGHT COMPANY

INTERURBAN BUILDING



J. HOWARD HAYDEN, President
GEO. A. BREWER, JR., Vice President
ED. A. HERZOG, Vice President
ALPHONSO RAGLAND, JR., Vice President
GEORGE W. MARTIN, Treasurer

Membership Campaign

Led by Vice-President Ed A. Herzog, the Dallas Junior Chamber of Commerce is conducting during the month of February a membership campaign planned to send the number of regular members to five hundred, the maximum set by the Constitution of the Junior Chamber. Mr. Herzog has worked diligently in outlining the plan for this campaign. He has made an effort to impart knowledge to the older business men of Dallas as to the part the Junior Chamber of Commerce is playing in the civic activities of our city and as to the benefits accruing to a member through actual training in business leadership and through contacts which broaden his acquaintances and make him a greater asset to the business firm which he represents.

The Junior Chamber of Commerce appeals chiefly to young men between the ages of twenty-one and thirty-one who hold junior executive positions in their firms. Although the Junior Chamber of Commerce is comparatively young as a nation-wide movement, its spirit has become firmly entrenched locally and its program has been enthusiastically encouraged by the Senior Chamber. The aim is ever to bring closer the two bodies and to make the Junior Chamber more and more a training ground for citizens who in time will "carry on" and take their respective places as leaders in the Senior Chamber. Further recognition has recently been granted the Junior Chamber by authorizing its president to appoint a member to the Senior Aviation Committee and a member to the Senior Military Affairs Committee.

The heads of business firms in Dallas are urged to have representation in the Junior Chamber of Commerce and to furnish names of eligible young men in their

employ to the Junior Chamber of Commerce secretary, who will convey them to Mr. Herzog and his membership committee. The membership campaign is to last until March first. The activity each day is supervised by a different campaign leader who sends his crew to interview prospects and secure their applications for membership.

So far the interest on the part of the active members has been unparalleled, and the present indication is that the campaign will be a lasting tribute to the real initiative and splendid efforts of Mr. Herzog. The following men have been enlisted as new members of the Junior Chamber of Commerce up to and including Friday, February 7. The business connection of each is shown after his name:

J. M. Cody, Butler Bros.
 F. W. Buckner, Archibald Hat Co.
 Philip Lewis, Davis Hat Co.
 M. V. Scott, Texas Bank & Trust Co.
 Donald Perrine, Higginbotham Photo Co.
 Earl Fain, Jr., Fain-Townsend Co.
 C. L. Spaulding, Magnolia Petroleum Co.
 Wm. L. Holmes, Jr., Magnolia Petroleum Co.
 Dr. R. J. Spann, Spann Sanitarium.
 G. B. McComby, Fishburn Motor Co.
 Nathan N. Aronson, Utility Insurance Co.
 Lyndell H. Scott, Utility Insurance Co.
 Harry Massenburg, Hoover-Lehman Co.
 Jack Franklin, Baker Man Shop.
 Jack B. Wilson, Chas. P. Cochran Co.
 C. A. Fant, Wm. Volkert Co.
 E. R. Hoover, Davis Hat Co.
 E. Chas. Adelta, Adelta Show-case & Fixture Mfg. Co.
 Dr. Horace E. Wood, 810 Medical Arts.
 Buck Bailey, Aetna Life Ins. Co.
 Lloyd W. Frost, Hill & Green Ins. Co.
 Herbert R. Bishop, Dallas Textile Mills.
 L. F. Jacobs, Kirkpatrick-Thompson Co.
 G. O. Hill, Butler Bros.
 Richard L. Weatherall, Butler Bros.
 Jas. E. Lee, Butler Bros.
 Herman Laugershausen, Butler Bros.
 J. C. Boyce, Concrete Engineering Co.
 W. B. Head, Jr., Dallas Power & Light Co.
 Shelby McDaniel.
 T. K. Hutchins, Jr., Steinberg Paint & Decorating Co.
 David B. Thompson, Dallas Body Co.
 R. D. McBride, Brannon Studios.
 R. H. Renard, The Glidden Co.
 Jack B. Brown, Dallas Union Trust Co.
 Melvin G. Campbell, Frank Rimmer, General Agent,
 Cotton & Marine Insurance.
 Stewart M. Volk, Volk Bros.

Officers Visit San Antonio

President Hayden, Leslie S. Haugher, Editor of the "Peptomist"; John L. Briggs, Vice-President of the United States Junior Chamber of Commerce, and Dr. Henry L. Rice, Director in the Dallas Junior Chamber of Commerce, journeyed to the State Junior Chamber of Commerce meeting at San Antonio a few days ago and took part in a very interesting and helpful discussion of the work outlined for 1930. Aviation was declared to be of vital importance, and all possible cooperation was promised in placing and keeping the Lone Star State foremost in the air.

These young men returned with news to the effect that the State Convention will be held at Waco on May 3-4, to which all Junior Chamber members throughout the entire state will be invited. President Hayden modestly asserts that no fewer than sixty local delegates will be in attendance.

New Secretary

Mrs. Uneta R. Brown has been appointed by J. Howard Hayden to assume the secretarial duties performed for the past two years by H. V. DeArmond, retiring secretary-manager. Mrs. Brown has already proved her efficiency in the position and actually has caused controversy among the executive officers as to which shall be the more liberal recipients of her services. The Junior Chamber regrets Mr. DeArmond's resignation but is delighted to affiliate so charming and capable a young woman as Mrs. Brown.

Raise Age Limit

At the recent Board Meeting the Directors advocated raising the age limit from thirty-one to thirty-five years. Final action depends upon the reception which this plan gets at the hands of the Senior Chamber of Commerce.

It is felt that thirty-one is too confining a limit to place upon an organization with the ambitious aims and far-reaching purposes of this group. Furthermore, it was pointed out that there was very little duplication of membership in the Junior and Senior Chambers, and that the raising of the age limit would not in the least interfere with the membership of the Senior Chamber of Commerce. There are many young men in Dallas between thirty-one and thirty-five years who are deprived of a voice in civic enterprises because they are too young to have influence in the Senior Chamber and too old to be eligible for Junior Chamber work.

New Directory

The new Directory and Roster containing the names and business affiliations of all Junior Chamber of Commerce members has recently been published as of January 1, 1930. In addition to an alphabetical list of names, this directory also contains a business classification which identifies each member according to occupation. The directory is attractively arranged and printed and contains advertisements only of firms which have members in the organization.

EGOTISM

College graduate: "Will you pay me what I'm worth?"

Business Man: "I'll do better than that, I'll give you a small salary to start."

YE REPORTER

Interviewer: "I have been informed, sir, that you began life as a poor bricklayer."

Great Contractor: "There are two mistakes in that sentence. I began life as an infant and there is no such thing as a poor bricklayer."



Highly Desirable Office Quarters for Lease

These attractive quarters formerly occupied by the Investment Division of the Mercantile Bank and Trust Company of Texas consist of approximately 4,000 square feet, beautifully floored with linoleum, rubber tile, with luxurious carpets in private offices. Walnut wainscotting, railings, partitions, cashier's cages and convenient coat and stationary closets to match. Arrangements can be made for these furnishings to remain.

Conveniently located on the Second Floor of the Mercantile Building, with private elevator, if desired. This space will appeal to the following lines of business: Large real estate firm, oil company, insurance, financial or loan business, or any company requiring three to four thousand feet of downtown space.

All or part available on long lease at a very attractive price. For complete information, without obligation, telephone HARRY MEADOR, Manager Mercantile Building, at Main and Lamar, 2-3964.

Brown Cracker & Candy Company

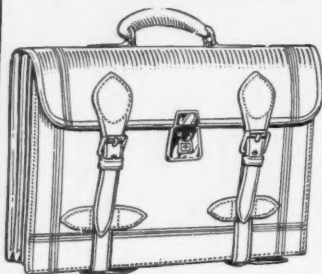
WHOLESALE MANUFACTURERS

OF

BROWN'S SALTINE FLAKES

(The Ideal Soda Cracker)

Brown's Fine Chocolates - - - Sunshine Distributors in Texas



We manufacture Leather Goods of all kinds for the commercial traveler.

Catalogue Cases

Brief Cases

Padgitt Bros. Co.
FINE LEATHER GOODS SINCE 1889

Fleming Paper Products

FOR 35 YEARS MANUFACTURER OF
BOXBOARD ... WRAPPING PAPER
BUILDING PAPER ... ROOFING

JOHN G. FLEMING & SONS

OAK CLIFF PAPER MILLS - - - DALLAS

HALL'S ADJUSTABLE

Roller Awnings

..... for all closed cars

Made of beautiful DuPont Fabrikoid - - they bring added comfort and beauty

HALL CURTAIN CORPORATION

1109 N. Lancaster

Phone 9-3916

ENVELOPES

Manufactured by Specialists

Plain or printed

Baronials
Bankers Flap
Catalogue
Cloth Lined
Coin
Clasp

Duplex
Drug
Commercial Envelopes
In All Sizes
Envelope Order Blanks
Penny Savers

Postage Savers
Policy
Time Savers
Theatre Ticket
Tin End
Specials of any Size or Stock

Hesse Envelope Co. of Texas
DALLAS

Kennedy Machine & Brass Co.

DEVELOP MANUFACTURES

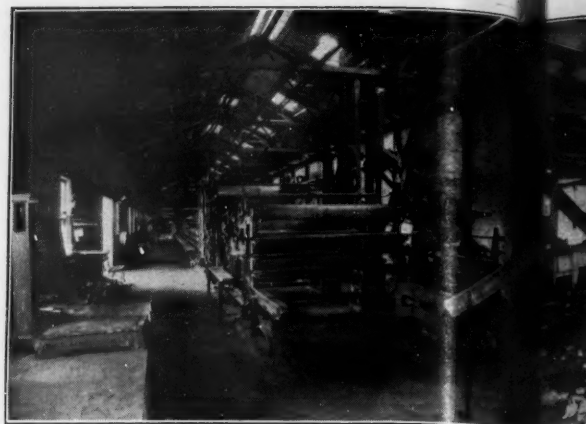
SELL AND DISTRIBUTE PATENTED ARTICLES

Designers and Manufacturers of
SPECIAL TOOLS, MACHINERY AND STAMPING DIES

Factory and Office

3100-3110 Oaklane

Dallas, Texas



What Dallas Industri



OUR funny paper of today may be your roof tomorrow, or the chewing gum wrapper you discard so carelessly into the wastebasket may come back around a new suit of clothes. They may, but a lot of things happen in between. Some of the processes that transpire between a torn check and an egg box are shown on this page—scenes from the Oak Cliff Paper Mills of John G. Fleming & Sons.

In their giant plant on East Twelfth Street this company is turning out daily some sixty tons of box board, building and wrapping paper and roofing paper. The box board item predominates, comprising sixty per cent of the entire output of the plant. The board is used by tailors, dry goods stores, egg packers, and others.

The plant is one of Dallas' earliest industrial establishments, having been under the same management for more than thirty-five years. The present officers are E. T. Fleming, Sr., president and general manager; J. B. Fleming, secretary and treasurer; John G. Fleming, sales manager; and E. T. Fleming, Jr., manager of production.

About sixty-five employees are kept busy in the paper mills the year 'round. Distribution is to the entire Southwest. The waste paper that serves as raw material is secured in and near Dallas from printers, newspapers, large department buildings.



DALLAS



Industries are Doing

your roof in the pictures are:

(Above.) The tail end of a giant boxboard machine in which flows a continuous sheet of "pasteboard" such as used by laundries and tailors.

(Above) Where the waste paper is mixed with water thoroughly saturated before going to the grinding machines.

(Below) The grinding machines where the water-soaked paper is ground into a soft, soup-like pulp.

(Below) Here is where the pulp takes on the form of sheets by being forced against a moving belt that acts as a screen, allowing the water to pass through and holding the fibre until a sufficient amount has accumulated to form proper thickness. The fibre is then dried as the belt passes over heated drums, is compressed and sent down through a long battery of heated rollers, each pressing and drying the paper until it comes out a finished sheet.

The mill capacity has been increased many times since it was originally built in the early nineties. The Flemings have kept pace with Southwestern development and are planning further expansion to fit into the demands of a rapidly growing trade territory.



Buy With Confidence

ATWATER KENT

SCREEN GRID RADIO

From

Anchor Radio Division

PENNIMAN, INC.

3919 Gaston — 8-4114

1521 Elm — 7-5223

Manufacturers of

Butter-Nut Bread
Bell Cakes

Schepps Ace Bread
Butter Krust Bread

Schepps-Kleber Baking Company

2221 to 2305 South Ervay Street — 4-7161

PROMPT, EFFICIENT AND COURTEOUS SERVICE

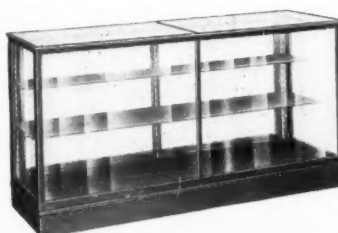
DESIGNS -- DRAWINGS
ZINC ETCHINGS -- HALFTONES

The White Engraving Co.

1111½ Camp Street

QUENTIN D. CORLEY, Pres. and Gen'l Manager

2-3997



Show Cases

And Store Fixtures

For All Lines of
Merchandise

From Manufacturer direct to you—at a
saving in price and freight

**ADLETA SHOW CASE
& FIXTURE MFG. CO.**

1900 Cedar Springs....Dallas, Texas

BOOK COVERS

"Tailor made" to fit the individual type of any book, for any purpose. Such covers are produced in a modern Bindery, fully equipped with the latest machinery, by expert workmen under experienced supervision.

Investigate the merits of an AMERICAN BEAUTY COVER for your next catalog or book. It will pay you. Visit our plant and see the many fine examples of superfinished covers for Schools and Colleges as well as for commercial catalogs.

AMERICAN BEAUTY COVER CO.

TELEPHONE 7-5179

DALLAS

1900-8 ORANGE ST.

Atlas Metal Buildings

to fit the needs of every business. We build to your specifications—FIREPROOF metal warehouses, filling stations, cold drink stands or any type building desired.

ATLAS METAL WORKS


DALLAS

Once Upon a Time and NOW

This is the sixth of a series of editorials written by members of the Dallas Advertising League on the general subject of "Advertising in Dallas."

By JULIAN CAPERS, JR.

Publicity Director, Industrial Dallas, Inc.

 HERE was a time in the Southwest and in Dallas, when a man operating a business of any sort could make a success of that business with only the most elementary knowledge of business in general and of his particular line of business specifically.

This was possible because the country was sparsely settled, because competition was at a minimum, and because business did not change very rapidly.

Today, the man in business, or preparing to enter business, finds an entirely different set of conditions. The Southwest is nationally recognized as one of the finest markets remaining in the nation for almost any product. It has expanded until it has become a market of major importance, high in buying power, and comparing favorably in consuming volume with other major marketing areas of the United States. In other words, a market that is sufficiently rich in possibilities to attract the best merchandising brains in the nation, regardless of the line. Whether it is clothing, shoes, hats, plows, water heaters, cabbages, sealing wax or motor cars—the merchandising methods employed to sell these same commodities in New York or Chicago or San Francisco, are to be found selling them in Dallas.

Time and experience have proved that with properly planned and directed advertising, the merchandising of any product is made easier and more profitable. It makes no difference whether it is a package of chewing gum, sold for 5 cents, and demonstrated by Mr. Wrigley, or a seven-ton tractor costing thousands of

dollars, as demonstrated by the Caterpillar Tractor Company, the principle is the same—advertising makes it easier to sell in quantity and consequently, more profitable to those who sell it.

The time has come in this part of the country when a man manufacturing or selling goods for public consumption has to utilize every resource known to the science of modern business, if he expects to remain in business and continue in competition with concerns who DO know, and DO use these resources.

The greatest of these resources is advertising.

There have been manufacturers and merchants who have made money without advertising. But there have been a great many more who went into bankruptcy trying to do it. Some who have used advertising have failed, too, of course, like the patient who died, despite the doctor's operation that was a "complete success". But the failure invariably has been traceable to some other cause than properly planned and properly executed advertising. The most

impressive fact is that those who have been the biggest successes in business HAVE CONSISTENTLY BEEN THE BIGGEST USERS OF ADVERTISING.

Just a word about this association of the two ideas, bigness and advertising, right here. Many merchants who do not advertise will tell you that "I'm not big enough." They will tell you that the other fellow is "Big enough to afford it." The fact is the other fellow is big because he did "afford" it when he was small, in almost every instance.

(Continued on Page 34)

On the Cover

The drawing on the cover was made by Clyde Peel, commercial artist of Dallas, from sketches made in the air over Love Field. In the right foreground is shown the Administration Building and hangar erected by the Dallas Air Ports Utilities Corporation at an expense of more than \$100,000. This field is said by many experts to be the best equipped landing field in the Southwest and is now and will increasingly be an important factor in maintaining Dallas' position as the leader in Southwestern aviation.

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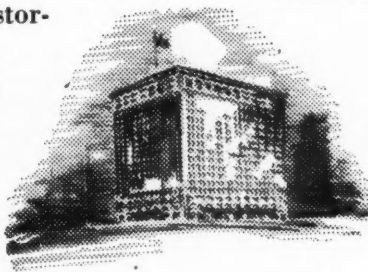
New Industries Come to Dallas



--- Because this City
Runs with Natural Gas!

20 YEARS of natural gas have made the Dallas skyline a sparkling advertisement to new manufacture and trade. This rich and inexpensive heat cuts operating costs, *not only* in the fuel bills, but by saving the labor, storage and cleaning-up expenses that ordinary fuels require.

The Baker Hotel, for instance, runs



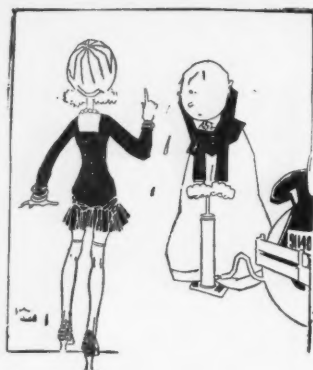
great boilers and a laundry of its own, with automatic heat. No soot. No handling.

Dallas gets its gas in FIVE directions, from independent fields, and is one of the finest-fueled cities in the world.

... OUR engineers are at your service for advice upon all questions of heating, in installations old or new. Please use them.

THE DALLAS GAS COMPANY

Obtaining Gas from
Lone Star Gas Company
Producers and Transporters of Natural Gas



It costs no more to have Good-year Tires on your car, and they make blow-outs almost a curiosity. See Skinnie and Jimmie for Goodyear Tires and Tubes and that "air" service.

"Skinnie and Jimmie"

No. 1
1800 Young St.
7-3177

No. 2
1805 Parry Ave.
3-8115

Texas Press Clipping Bureau

Athletic Club Bldg. Established 1910
DALLAS, TEXAS

Every Business Man reads the newspapers with mind alert for any information that may affect, directly or indirectly, his own problems.

Occasionally he comes across something of real advantage. If he should read all the newspapers in his territory, of course he would encounter many more such items; but this would be impossible.

Let us send you what you are interested in from Texas papers—we read them all, big and little.

PRINTED and ENGRAVED

LABELS

Dallas Label & Box Works
1504-6-8 Caruth, Dallas Phone 2-2927

SCHOOLAR, BIRD & McCULLOCH

C. H. Schoolar, C. P. A., President
George H. Bird, Sec'y & Treas.

Established in the Southwest
Twenty-three Years

AUDITS . . . SYSTEMS
TAX SERVICE

Santa Fe Building Dallas, Texas

New Advertising Agency Is Organized



THE Johnston Advertising Company has been formed to take over the advertising agency work of the Johnston Printing & Advertising Company. Since its beginning twenty-two years ago the Johnston Printing & Advertising Company's agency business has grown steadily until today its volume is so large that a separate organization was needed to care for that end of the work.

The Johnston Printing & Advertising Company with resources of over a quarter of a million dollars will continue to handle direct mail advertising as in the past.

The Johnston Advertising Company housed in the Johnston Building at McKinney and St. Paul Streets conducts strictly an agency business, planning, preparing and placing advertising in newspapers, magazines, trade papers, out door media and on the radio. Otto S. Bruck, a well-known figure in national and Southwestern newspaper and advertising circles, becomes vice president and manager of the Johnston Advertising Company.

Mr. Bruck comes from Beaumont where since 1923 he has been advertising director of the Beaumont Enterprise and Journal. He began his advertising career with the Waco Times Herald in 1903, becoming advertising manager of that paper soon after his connection. He later became associated with the Dallas Daily News. Then he was made advertising manager of the Seay-Cranfill Real Estate Company of this city. Leaving Dallas, he accepted a position with the Sealy Mattress Company, Sugarland, Texas. He later returned here to become vice president of the Southwestern Advertising

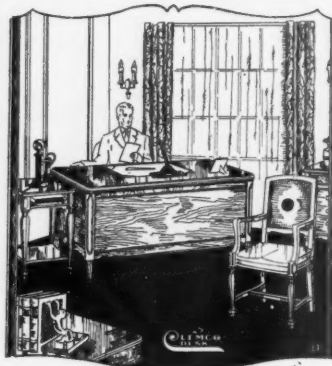


OTTO S. BRUCK

Agency, then transferred to Arkansas to become sales manager for the Fort Smith Coffee Company.

Mr. Bruck has served on the Retail Advertising Board of the Long-Bell Lumber Company, on the National Vigilance Committee of the Associated Advertising Clubs of the World and as president of the Tenth District of the International Advertising Association. At present he is a member of the Speakers' Bureau of the American Federation of Advertising Clubs.

Officers of the Johnston Advertising Company are Fred E. Johnston, president, Richard Haughton, vice president, Otto S. Bruck, vice president and manager, J. J. Burnett, secretary and W. O. Rawlins, treasurer.



Value Beyond Price

IT'S THE VALUE YOU GET—NOT THE PRICE YOU PAY THAT COUNTS

The conscious appeal of VALUE BEYOND PRICE is evident in all CLEMCO DESKS and FINE OFFICE SUITES.

Vance K. Miller Company

1916 Main St.

2-9091

"FUNDAMENTALLY SOUND"

(Continued from Page 9)

it during the remainder of the year with the aggressive merchant who utilizes the efficiency methods of the chain store, combined with the priceless asset of personality which marks the transactions of the individual unit merchandiser.

Visualizing the economic situation in the metaphor of the railroad business, Mr. Thornton said:

"When an engineer is driving his train on a roadbed that he knows to be sound, with all the bridges in, and the weather clear, he need not exercise undue caution. But when rain or fog obscure his vision, he leans far out of the cab window and glues his eyes to the roadbed as far ahead as he possibly can, so that he may have an opportunity to get his train under control before he actually reaches any obstruction that might be on the track, and thus prevent disaster and possible loss of life.

"We are in the same position as the engineer. Our roadbed is sound, our track is in good order, our bridges are in—but we must peer carefully through the fog that hangs over from 1929, and be prepared to heed instantly the signals which warn us of approaching danger.

"If we do this, I think we shall find that we are better off than we think we are, because the money that was not spent in January is not lost. It is still in the hands of the people, and I have never been able to discover anybody but people that a merchant can do business with or sell goods to. I think as the fog clears during 1930 that we shall find a gradual and satisfactory releasing of the vast reservoir of purchasing power which is the people of Dallas and the Dallas trade territory."

EFFICIENCY

It seems that one of the employees dreamed that the boss died. He dreamed that he saw the black casket being borne away by six old and faithful employees.

As the casket came by the boss raised up, looked around and offered the following suggestion:

"If you would put rollers under this casket, you could lay off five men."—*Sour Owl*

REALLY?

"I've been insulted," said the small person in furs.

"How long has this been going on?" asked the conductor.

"From Springfield to St. Louis."

"You want the mileage superintendent. Local insults near the check room. Long distance, up two flights. Take the elevator and save your temper."

EVER FORWARD!

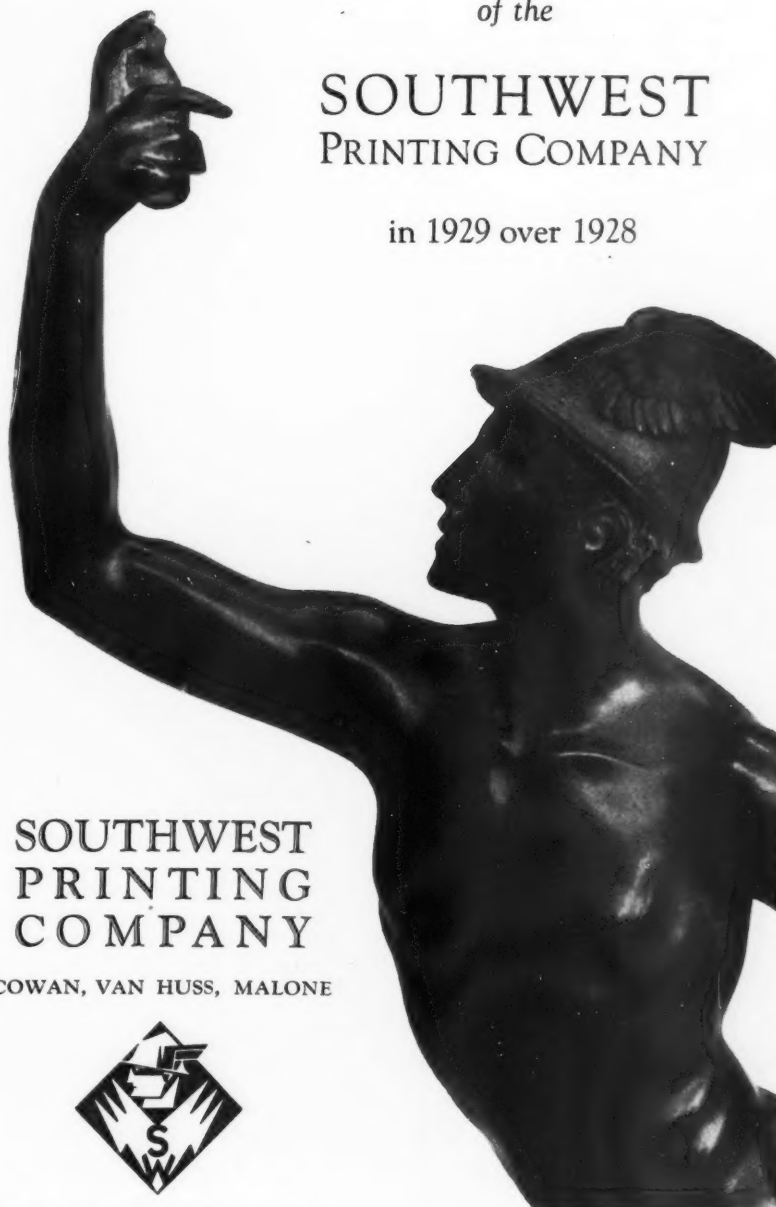
81% INCREASE IN THE

CLIENTELE

of the

SOUTHWEST PRINTING COMPANY

in 1929 over 1928



SOUTHWEST PRINTING COMPANY

COWAN, VAN HUSS, MALONE



Conveniently Located....917 Camp Street

FEBRUARY 1930

Page 23

The Passion Play Comes to Dallas



IN the last day of March the Freiburg Passion Play will open in Dallas for a six days' run at the Fair Park Auditorium. The original cast which last presented the play in Germany in 1921 to 60,000 American tourists, will again stage this memorable drama here.

In the thirteenth century a terrible plague swept all of Europe. Preventive measures were then unknown. Medicines

to cure were primitive in the extreme. Sickness was more an act of God than a physical ailment. Plagues came and went, and mere man could do very little, if anything, about it. They scourged the land with their malignant curse and took a fearful toll of lives. The peasant cowered in fear and trembling, and prayed. It was their only hope of salvation.

In the heart of the Black Forest in Baden was a little village called Freiburg. The peasants of this village heard of the devastation of the plague and they fled in terror into the sanctuary of the church to pray. They knew of no way to prevent the coming of the plague except by faith and prayer, and sacred vows.

These humble peasants gathered about the priest, and together all of them called upon the mercy of God, and implored the powers of heaven to spare them from death by the black plague. Days passed—days spent in fasting; nights in prayer. The plague crept closer and closer to the village of Freiburg. Men and women lay dead and dying everywhere, stricken with the terrible malady. It seemed impossible that these people here could be spared.

In a frenzy of terror they made a pledge and a vow, kneeling prostrate before the altar of the little church. If God would spare them, they would do penance. They would portray the life of Christ each year at Eastertide. They swore it. And strange as it may seem, the miracle occurred. The plague slipped past them. The village of Freiburg was saved.

Out of this grew the Passion Play of Freiburg, and also of Oberammergau, although not until four hundred years later did the latter named village take up the Play. The first form of the Play was most primitive. It took many hundreds of years for it to grow to its present perfection.

In the ninth century, so says Adolf Fassnacht, the present "Christus," the peasants of Baden, steeped in the lore of their traditions, moved by the ingrown superstitions of their ancestors, were being taught religious instruction by a dramatic device evolved by the church. For many years the priests had instilled awe and reverence into the hearts of their parishioners by means of the singing of songs at Eastertide. But some way this method eventually lost its appeal and effectiveness. The peasants came to prefer the wholesome games and sports of their own making on Easter morning, in preference to the services of the church.

So the priests cast about in their minds for some new device, and they hit upon

the idea of placing a cross on the altar on Good Friday and then draping it to resemble a tomb. Then on Easter Sunday they lifted the cloth from the altar and raised the cross on high, amidst great singing and rejoicing. This was a crude and simple service, but it reached down into the primitive hearts of these men and women and little children and touched a responsive chord. They stood, reverent and still, during the ritual; they shouted aloud with happiness when the cross, signifying the resurrection of the Saviour, was lifted up for their eyes to behold.

With the sparing of Freiburg, however, the idea came to present a reverent portrayal of the death of the Christ and His rising from the dead. The play was chiefly sponsored by the church, but century after century passed and it fell into a state where it was honored more in the breach than in the observance. At one time ox-carts with small stages built upon them were trailed through the countryside at Easter time and the players, like strolling itinerant bands of gypsies, portrayed the story of the Lord. At one time many little villages sponsored a Passion Play in the spring. Then the people of the Black Forest seemed to forget and turn themselves away to other interests.

It remained for the Fassnacht family to revive this ancient and forever beautiful custom. They took up the Passion Play again, and they made of it a family affair—one which involved their very honor. The Freiburg Players today are composed largely of the Fassnacht kith and kin.

The Freiburg Players are trained for their roles from childhood. And those years spent in the atmosphere of the story have had their effect upon the players. They live the parts; they no longer merely act them. They love their roles. The portrayal is to them an act of worship still.

The Play proper starts with Jesus, a man grown, ascending the mountain to have speech with His heavenly Father. Here he communes with God and gathers strength for the ordeal which he knows lies before Him. Then with His disciples he descends down amongst the people once more, ready to fulfill His destiny, which has given to the world the saddest, sweetest story ever told, with the happiest ending. For the close of the story merely is the beginning again for every soul that was ever born.

The big dramatic moments do not occur with a fanfare of trumpets. They did not

(Continued on Page 26)

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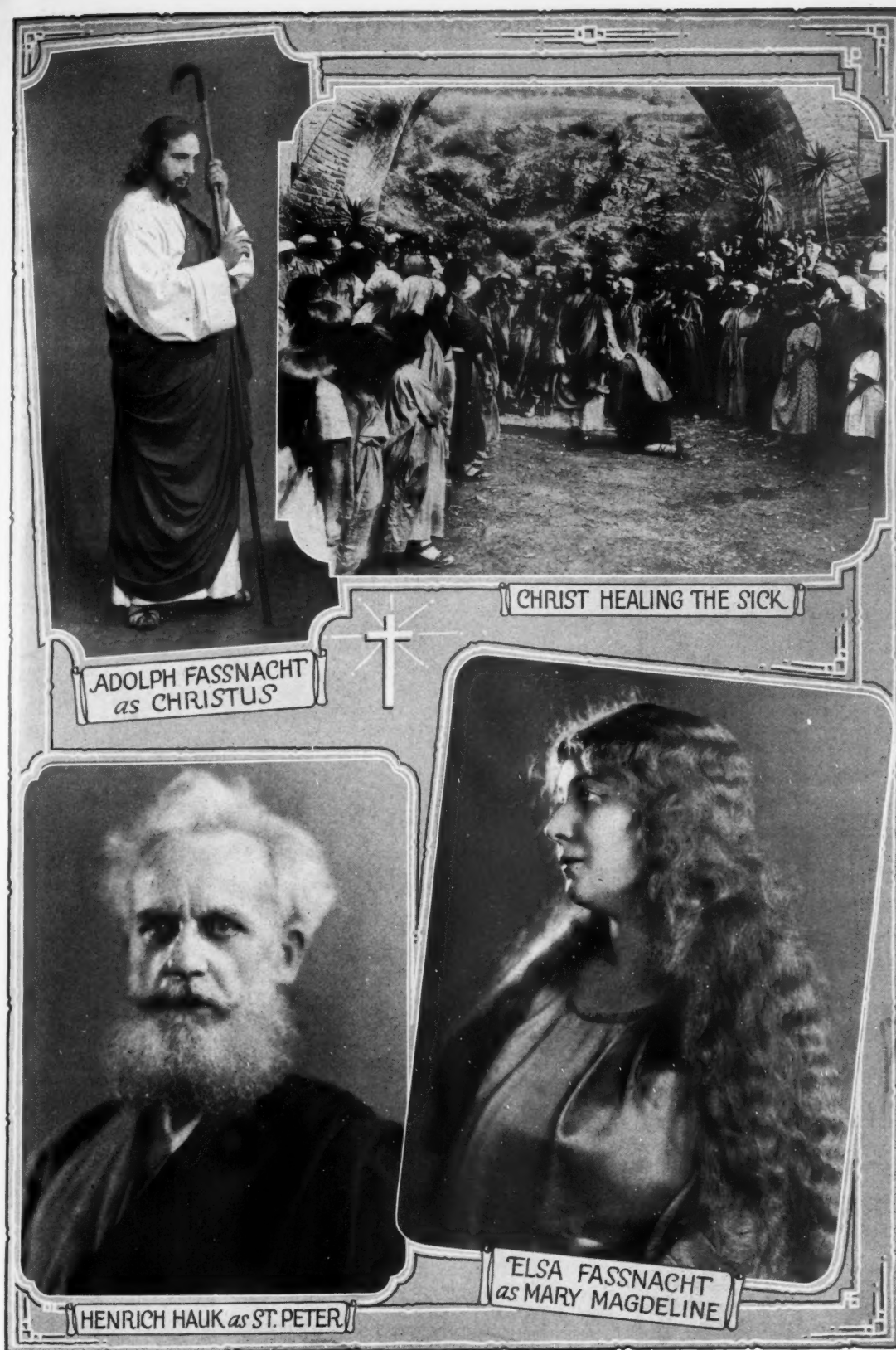
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AS



ADOLPH FASSNACHT
as CHRISTUS

CHRIST HEALING THE SICK

HENRICH HAUK *as* ST. PETER

ELSA FASSNACHT
as MARY MAGDELINE

Actors and a Scene in the Passion Play

J. L. BURGESS L. E. ELLIOTT
M. N. CHRESTMAN O. D. BRUNDIDGE
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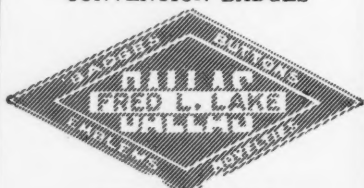
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Passion Play Comes to Dallas

(Continued from Page 24)

occur like that when Christ walked this earth. There is no brilliant burst of pantomime to distinguish them. They are as still and as tense as they were when they were being lived two thousand years ago, and the human heart also grows still and prayer-locked, watching.

So simply, so tenderly, so beautifully do these original Freiburg Players present the Passion of Christ, that no sect, no creed, could possibly find cause for offense herein. Even Judas, whose name still stands today for the base betrayal, has his human side, and a feeling of sympathy is obtained for him, torn between avarice and love, and letting the gold gain precedence.

"I have only one thing uppermost in my mind," Adolf Fassnacht, portrayer of the Christus, said. "And that is the intent and the desire to make each performance of this mighty drama more powerful and more commanding than the last."

In 1921 the Freiburg Players gave the Passion Play for the first time since the war. It speaks for itself to say that 60,000 Americans crossed the ocean to attend it. Then the Fassnacht family was induced to bring the cast to America, in order that the thousands of those who had always longed for a chance to behold the greatest drama of all time, yet could not because of the prohibitive journey, might have a performance here in their own land.

Since the Freiburg Players arrived in this country they have played to hundreds of thousands of people. They have journeyed from New York to Hollywood, and back to St. Louis. They have toured the States. Adolf Fassnacht and his sister, who plays the Mary Madgalene, have portrayed the immortal story and the undying wisdom and love of the Christ for this fallen woman before audiences half the country over.

The Freiburg Passion Play comes to Dallas for a six days' stay March 31, with matinees Thursday and Saturday, and whatever profits may accrue from their production while here will go to the American Legion as a nucleus fund for its disabled veterans.

Hundreds of voices will be needed for the singing, and many Dallas musicians and singers are co-operating to make this Passion Play a beautiful and whole production, for it is sure to draw its audiences from a radius of 150 miles about Dallas, and Dallas, as a city, can do no less than help to make the Freiburg Passion Play perfect—a thing to be proud of.

OF COURSE!

Bobby: "Sis, why is it that elephants have such big trunks?"

Sister: "They have to come all the way from India, stupid!"

THIS HAPPENED IN SCOTLAND

Jock McPherson and family sat down to Sunday dinner.

"Now, children," he said, "do ye want the cold meat or a nickel apiece?"

Three hands went up for the nickel. The meat was removed and Mrs. McPherson then served apple pie.

"Now, children," said Jock, "who wants a piece of pie for a nickel?"

JUST LIKE AN IRISHMAN

"I'll work no more for that man D. Sullivan," declared Casey.

"An' why?" inquired his friend.

"Sure an' 'tis on account of a remark he made."

"An' phwat was that?"

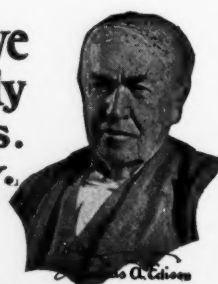
"'Casey,' says he, 'you're fired.'"

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A MODERN SCHOOL

(Continued from Page 10)

presence of these patients adds a heavy financial burden to the maintenance of the college and the hospital, yet their presence and the scientific discussions that take place in the corridors and class rooms make for medical work of the very highest class for all the other patients. The great pathological laboratories of the hospital, although unknown to most patients, make noteworthy contributions to the same ends. The unusual opportunities for scientific observation and training thus presented have made Baylor Hospital recognized and classified among outstanding hospitals of the United States for the training of internes, and because of this recognition, appointments to internships in Baylor Hospital are sought by graduates of Northern and Eastern medical colleges.

Closely allied to the work of the hospital and dispensary is the fifth unit—the Baylor University School of Nursing. It is always filled to its maximum capacity and is nationally recognized by the standardization authorities of the nation.

In these five institutions wherein the healing arts are taught, Dallas possesses a group not paralleled elsewhere in the Southwest. As educational institutions they constitute a great and unique civic asset; as agencies of mercy and charity they are valuable financial and social assets to Dallas.

A. Lacy, manager of the Campbell Hotel, has been elected president of the Dallas Hotel Association, to relieve Otto Schubert.

SO THAT'S IT?

Sobbing, she kissed the man good-bye and got on the train. Noticing her wedding ring, the conductor was sympathetic. "There now," he said, "does it distress you to leave your husband?"

"I'm not leaving my husband," she blubbered, "I'm going to him."

The membership of the Dallas Country Club has elected Tom G. Leachman as president for 1930. J. Ben Critz served as president during 1929.

Office Interior Decorator

Miss Betty Mitchell has been appointed interior decorator for the Dorsey Company to act as consultant in the furnishing of fine offices, according to announcement by Henry Dorsey, president of the company. Miss Mitchell's services have been offered to anyone desiring to improve either the appearance or convenience of their offices.

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March Conventions

January broke all monthly convention records in the history of Dallas, with 66 conventions, sales conferences and similar gatherings drawing visitors to Dallas being held here or more than two a day. As this is written February showed a listing of more than half the January number. So far listed for March are the following conventions, sales meetings or events:

March 3-8—Weichsel Beauty Shop School of the Southwest.

March 5-8—Southern Amateur Athletic Union, Women's Basket Ball Tournament.

March 11—East Texas Dental Society Meeting.

March 12—Randolph-Macon Alumnae Reunion.

March 12-13—Grand Opera.

March 23-28 — Methodist Training School for Sunday School Workers.

March 24-25—Southwestern Produce Dealers Association.

March 28-29 — Southwest District, World Fellowship Council.

March 29—Southern Methodist University Relays.

March 31-Apr. 5—J. C. Penny Company, Sales Conference.

March 31-Apr. 6—Freiburg Passion Play.

March—Federal Board of Tax Appeals.

March—Hockaday Alumnae Reunion.

March—Sunday School Workers, North Texas Seventh Day Adventist Conference.

March—Texas-Louisiana Tariff Bureau.

March—Vacuum Oil Company.

A. A. Grayson has been elected president of the Dallas Cotton Exchange for the year 1930.

Lawrence D. Stone has been appointed vice-president and general merchandise manager of Titcher-Goettinger Co.

Manufacturers Census

The relative proportion of chain and unit operated stores, as well as their respective shares in the distribution of different types of commodities will be brought out in the findings of the forthcoming census of manufactures and distribution. The part played in the distribution field by large, medium-sized, and small concerns respectively will be brought out, as will the rate of mortality. In this connection, the age of the business will throw some light on this latter problem according to Harold M. Young, Assistant District Manager of the Dallas District Office, Bureau of Foreign and Domestic Commerce.

While the value of sales will be ascertained, the cost of the goods purchased will not be shown, due to the inadequacy of many records and the wide variation in methods used in treating various items for payment. Information is also being sought on the amount of rent paid, the amount of interest paid, and the general overhead costs.

It might be stated that the objective of the 1930 distribution census is to furnish basic facts about our national distribution system for use in making the system more efficient. The findings will give as much information concerning the goods sold by all the different types of merchandising concerns in the country as the records of such establishments will permit. Wherever possible, the findings will be summarized for each city and county as well as each state and the United States as a whole.

The outstanding contribution to the individual merchant is that he will be in position, through the use of the data made available, to compare his own business with that of groups of others in his general locality and in the country as a whole. He can make comparisons regarding the amount of sales by type of business, proportion of business done on credit, amount of returned goods, inventory,

(Continued on Page 34)

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The service you buy from us is based on forty years of experience. Our facilities unequalled in the South.

Dallas Transfer & Terminal Warehouse Co.

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WHAT DOES *the* CITIZENSHIP of DALLAS WANT?

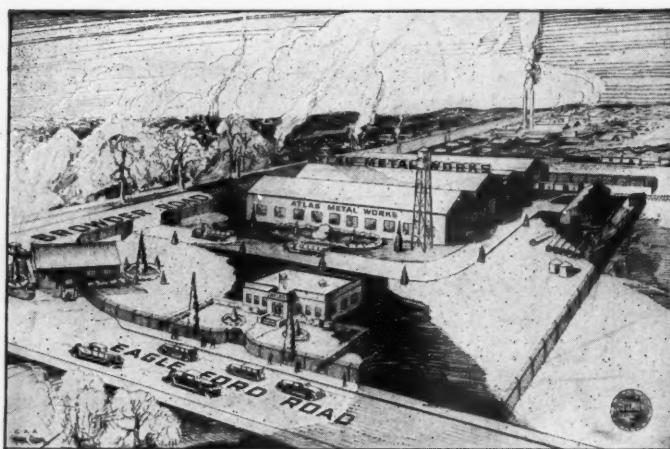
Co-operation

...of City of Dallas
County of Dallas
Levee District
Public Utilities
Property Owners

....To Make a Great Civic Success of
the Traffic-ways and General
Improvement Plan of what
was formerly Waste Lands of
the City of Dallas in the Flood
Control District.

Factory Construction Follows District Development

Depicted below is shown the new plant of the Atlas Metal Works, first of the hundreds that will eventually dot the reclaimed acres of the Trinity River lowlands. This plant has completed construction and is at present carrying on active manufacturing operations.



Plant of the Atlas Metal Works, Located in the District

Reclamation activity in connection with the development possibilities of the Trinity River lowlands has been so systematically planned and so carefully carried out that at present, some nineteen months after work started on the program, factories are being established. To the city and county of Dallas, this means much. It marks a milestone in industrial expansion. The entire State can soon point with pride to an industrial center that offers advantages that are not duplicated, or surpassed, in any section of the Nation.

1927 THE PROBLEM



1930 THE ANSWER



The above two illustrations demonstrate conclusively the sound answer returned in the Trinity River reclamation question. The top view showing the uncontrolled waters; the lower view giving a graphic illustration of the scientific flood control plan.

Systematic Reclamation and Control

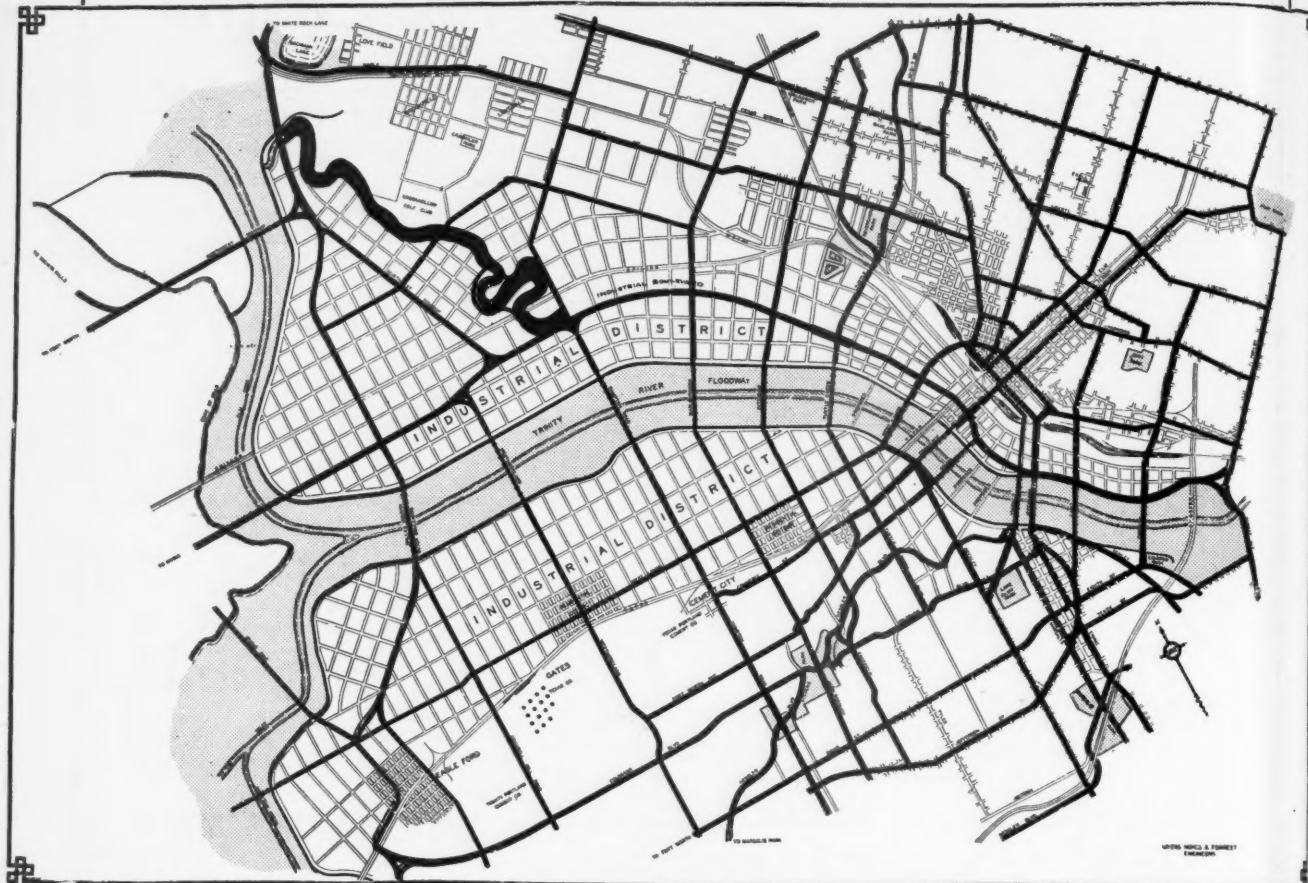
THE same engineering brains and skill that have demonstrated their ability in developing, inaugurating and constructing the physical development of the entire reclamation project, have mapped out a system of flood control that will remove for all time any danger of that menace from the Trinity River high waters. They have gone further than that. They have evolved an industrial center that is designed to meet the needs of coming generations in a manner providing adequate facilities to care for every industrial need and expansion.

Industry and Commerce See the Answer

THE superior advantages offered by the Trinity Reclamation project industrial and commercial sites are making themselves manifest to industrial and commercial leaders. Control activities, having reached a point where the technical problems involved are translated into physical shape, industry and commerce see the picture. The result has already made itself manifest by keen executives seeking information as to sites and facilities. The net result of the whole being a new dawn in Dallas industrial activity.

Dallas' Great Flood Control Works

Showing Traffic Plan of Streets, Highways and Boulevards



TRANSPORTATION is essential to commerce and industry. The above map shows a comprehensive layout for highways, streets and boulevards, connecting and welding together the east and west portions of Dallas into one city, instead of a city divided, as it has been in the past.

The straightening of the river and confining its floodwaters between properly constructed embankments of sufficient height and width to make absolutely safe the lands protected, not only reclaims about 10,000 acres of waste land at and near Dallas, but brings about an economic situation as it applies to the City of Dallas and the County of Dallas. The County can now build three viaducts of 2000 feet in length for the same price that it could build one under the old conditions.

In years gone by when the streets of Dallas were originally dedicated they ran to the banks of the

Trinity River. Later came the great railway companies and the City permitted these streets to be closed that the public might be served. Now the pendulum has swung again and the railway companies must do their part by permitting these streets to be utilized by the construction of proper underpasses that the properties to the west of the river shall have free ingress and egress as was originally the condition before the railway companies occupied these streets, hence—it is seen that co-operation must be had on every huge undertaking such as the flood control works at Dallas. The City and railway companies are co-operating to the end of constructing underpasses, while the City will take care of its storm waters, no longer permitting them to overflow privately owned lands in this section. It is only by co-operation and co-ordination that the traffic plan submitted here may become fully accomplished.

GETTING CLOSER TO NEW YORK

(Continued from Page 11)

las to New York. With the establishment of the proposed Dallas-Los Angeles line with twelve hour service then the final link in a coast to coast chain, thirty-six hours from Los Angeles to New York, will be finished. Mr. Halliburton expects to put this new line into operation in the early spring.

After several months of operation Mr. Halliburton decided that the high fares were keeping away passengers and he began dropping his prices. The initial fare was 13 cents a mile. This was cut to 10 cents and just before Christmas he cut the fare again, to 5 cents this time. The reduction made by the Safeway is being followed by many other similar ones over the nation.

Air Safety Congress

The First International Congress for Air safety will be held at Paris, France, in the fall of 1930, according to a report received by Sherwood H. Avery, District Manager of the Dallas District Office, Bureau of Foreign and Domestic Commerce, from Automotive Trade Commissioner W. L. Finger at Paris.

The various phases of aeronautic safety problems to be taken up at the sessions of the Congress are as follows:

Present measures for safety as they exist in various countries; rules for flying in the vicinity of airports; materials used, air routes followed, meteorological data, radio communication, and instruments for control as they effect safety in flying; best means of applying safety methods to the different branches of aviation; more careful selection of pilots, protection and medical care of pilots; study of parachutes and fire protection; and a study of safety measures for free balloons and dirigibles. There will be a reporter present at each session and the Commissioner General of the Congress will be the reporter in charge. In addition, practical demonstrations will be made by French and foreign builders and inventors wishing to present their products. Visits will be made to French aircraft factories, laboratories, airports, commercial aviation companies and to French industrial regions.

Since Dallas is fast becoming one of the aviation centers of the country, aviation enthusiasts in this section may want to attend or keep informed of the progress and happenings of the Congress.

TRANSLATION

"Did you like Cuba?"

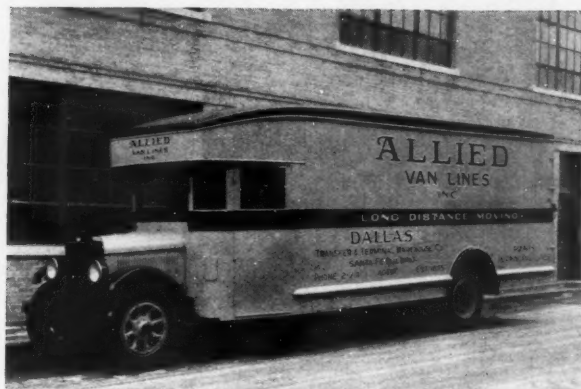
"No. I went into a restaurant to get a glass of milk. The waiter didn't speak English, so I drew a picture of a cow, and the dumb bunny went out and bought me a ticket to a bull fight."

FEBRUARY 1930



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2500 McKinney at Fairmount

DALLAS

¶ If you are not on the mailing list for IMPRESSIONS, monthly magazine of general interest to business men, a letter to this company will bring you IMPRESSIONS indefinitely, without charge. ¶

ONCE UPON A TIME

(Continued from Page 20)

Advertising is a facile tool. It may be had in various forms and shapes and sizes. The smallest neighborhood bookshop which makes use of a simple mimeographed letter to build its business is as logical a user of advertising as the big department store which buys whole sections in the daily newspaper, or the manufacturer who uses national magazines.

Dallas has made a spectacular and sound bid through national advertising for industrial development here. It has gotten splendid results with this advertising campaign—brought in new businesses, new factories, new payrolls.

Yet, if the 600 odd factories already located in Dallas when this campaign started were each to wake up suddenly to the possibilities of using well-planned, well-directed advertising, properly adapted to their businesses, the growth which Industrial Dallas, Inc., has caused would be made insignificant within two years by the growth and expansion of those factories already in Dallas.

Dallas is splendidly equipped, too, to render advertising service to those who need it and want it. Within the membership of the Dallas Advertising League are included men and women who are expert in every phase of advertising's varied picture — many of them recognized throughout the nation as experts in their particular lines.

Dallas has four splendid newspapers, numerous excellent class publications, typographers, printers, direct mail advertising companies, engravers, outdoor organizations, car card agencies, radio specialists. There is a group of nearly 100 earnest youngsters studying nights at the Dallas Advertising Institute (sponsored by the League) preparing themselves to render service to the man who wants to advertise.

Think it over — is YOUR business utilizing the keen-edged tool of modern business to its fullest effectiveness to increase YOUR profits?

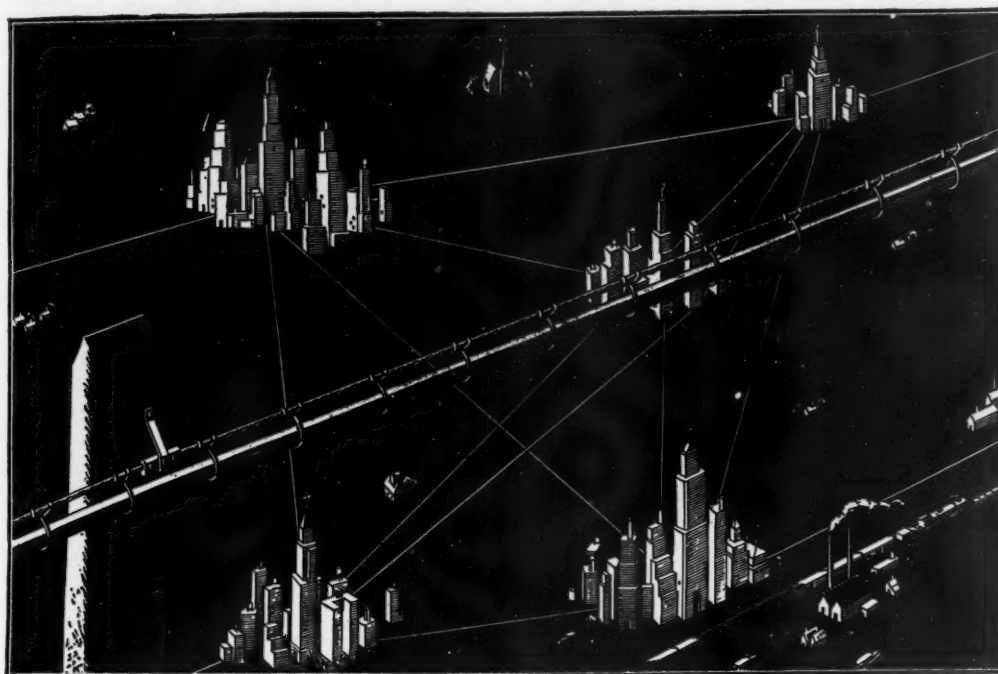
MANUFACTURERS CENSUS

(Continued from Page 28)

expenses, number of employees, wages, and other items of importance. Competitive conditions as regards particular commodities among stores of different types in such section will be indicated. Sales on credit and their relation to total sales will be shown, as will the proportion of sales that are offset by returned goods. An index to consumer demand in particular localities will be another contribution of this census of distribution.

The services of the Dallas District Office of the Bureau are available to the small and large business alike and inquiries are invited on either foreign or domestic trade.

How Easy it is to Telephone between Cities



WHETHER it is a call to the next block or to another city, the telephone instrument on your desk is always ready. And it is easy to use. On calls to nearby cities, the operator will usually get the wanted telephone while you hold the line.

The simple act of using the telephone is often more effective than a trip in person. After a trip of 100 miles had failed to sell a buyer, a Richmond grain company sold a carload of wheat to the same buyer by telephone, at a cost of 70 cents.

By telephone, ten carloads of potatoes were sold by an Atlanta commission house while the potatoes were on the way to market. They brought \$10,000 at a cost of \$5.45.

The telephone habit is good for business men in every line. It is so convenient. You perhaps could make calls profitably to other cities now. If you will give the operator the number of the out-of-town telephone, your message can be handled quicker.



An Advertisement of the Southwestern Bell Telephone Company



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